Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry

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CHRONICLE	ABSTRACT
	This study attempts to investigate whether Social Media Marketing Activity (SMMA) carried out by companies / brands have a positive impact on their brand equity, e-WOM distribution on social media and customers' purchase intention. The objective of this paper is to investigate the impact of SMMA towards customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on e-WOM; and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention.

1. Introduction

Until April 2019, the number of social media users was around 3.5 billion in the world, including Instagram with 802 million active users (We Are Social, 2019). Today, companies are starting to use social media as a way to promote their brands and build their brand equity (Chen et al., 2011). With the fourth largest number of internet users in the world, Indonesia has a total of 150 million internet users and most of them are also social media users. Instagram has the third largest number of active users in Indonesia, contributing 80% of all Indonesian social media users (We Are Social, 2019). 82% of brands or businesspeople in Indonesia receive Instagram Direct Messages from their customers every day, and 87% of them agree that they managed to increase sales after doing the marketing activities on Instagram. On the other hand, 90% of Instagram users say that they have communicated with a brand on Instagram (Ipsos, 2018). The technology acceleration has made companies in the industry of Fast-Moving Consumer Goods (FMCG) begin to shift to e-commerce, supported by digital marketing activities through websites and social media. This can be seen from the world online sales for FMCG products, which are growing four times faster than offline sales, with the Asian region being the largest contributor to world FMCG online sales activity (Nielsen, 2018). On the other hand, Indonesian FMCG industry also continues to grow with an increase of 1.3% in 2018. On average, Indonesian people buy FMCG products 310 times a

year. Beverages category products contributed the most compared to other FMCG product categories in Indonesia. (Kantar World Panel, 2019). Throughout 2018, the food and beverage industry are able to grow 7.91% in Indonesia, exceed the national economic growth at 5.17%. Production of RTD in the semester 1/2019 grew positively by 2%. As one of the largest categories in the Indonesian FMCG industry, the total consumption of non-gallon Ready-To-Drink products is estimated to reach 29 billion liters per year, with bottled tea drinks taking around 15-17% of total consumption in the industry and became the second highest category after bottled mineral water. In contrast to bottled mineral water which is the basic needs of every day-to-day human being, the sale of other packaged drinks such as tea, coffee, or other beverage products is very dependent on the consumer's desire to buy the product. As a country among the top 10 tea producers in the world, the amount of tea production in Indonesia has increased in the last 2 years. This can be seen from the total data of tea production in 2015 amounted to 132,615 tons, while in 2017 tea production increased to 140,423 tons. 38.9% of total production is given to meet export needs, while the remaining 61.1% is to meet domestic consumption (BPS, 2018). With the huge amount of tea consumers in Indonesia, 75% of them are RTD tea consumers, while brewed tea consumers are around 64%. Consumers of RTD Tea have a higher tendency to also consume other packaged beverage products such as juice, soft drink, coffee and milk. At present, the characteristics of the RTD Tea market tend to be sensitive on price, taste innovation and the type of packaging which can be carried everywhere such as plastic bottles. 52% of RTD Tea consumers come from the age group of 10-29 years with some profiles, ranging from students to professional workers. This group, with its purchasing power, has a habit of shopping for soft drinks including RTD tea (Nielsen, 2018). With the increasing number of choices available, the RTD Tea products consumption has also become more frequent. Indonesian RTD tea consumers who consume the product at least once a month is amounted to 51% in 2007, and in 2017 the percentage increased to 65%. As for consumers who consume RTD Tea at least once a week also increased from 30% in 2007 to 36% in 2017. Seeing a market that is full of competition, the success of a brand in selling its products to consumers is inseparable from marketing activities on social media, because social media marketing can have a major impact on product sales. Marketing activities on social media are believed to be able to directly increase their brand equity, which includes brand awareness, brand image and brand loyalty (Bilgin, 2018). Thanks to marketing activities on social media, companies can form new patterns of marketing activities such as creating their own brand profiles, running online customer service, disseminating product information, and providing special offers in a simple, inexpensive, and sustainable way (Breitsohl et al., 2015). This finding is reaffirmed by Seo & Park (2018) that marketing activities on social media have a significant impact in building brand equity, and positive brand equity will increase e-WOM and consumer commitment. The importance of brand equity in consumer purchasing decisions, has also been researched for a long time where others concluded that consumers buy a brand product not only based on the function or quality of their products, but also because they want to get brand value and the symbolic meaning contained in the product or brand. As mentioned earlier, social media is the right tool for marketing in terms of building positive brand equity and e-WOM, and building consumer loyalty. Those who are loyal to a brand will share good experiences and provide positive recommendations and influence their own and others' buying intentions (Tiago & Veríssimo, 2014). Consumers can respond immediately on social media by giving opinions, comments, and suggestions about the products or service, so consumers can get the products they need easily (Godey et al., 2010). Through social media, consumers can directly interact and share their buying experience. Seeing online review is very helpful for consumers, because it can make them feel more confident in making purchasing decisions. Therefore, this condition allows consumers to be influenced by the content shared by brands on social media, so consumers will immediately search for detailed information about products or services which is offered by brand, and makes consumers build stronger purchase intentions (Godey et al., 2010). Social network marketing, which is also driven by consumer interactions or relationships with companies, is able to significantly influence and increase consumer buying interest (Godey et al., 2010). With the shifting on communication methods in this modern era and the increasing growth of social media and FMCG industry, reaffirming how important the role of social media marketing is, as well as showing that FMCG brands have to start implementing social media marketing in their whole marketing strategies. However, we found something quite surprising. We struggled to find researches

that study the impact of social media marketing activities in the FMCG industry, especially the RTD tea industry. Most of the journals that have been published only focus their studies on the correlation between FMCG brand and consumer behavior, through conventional approaches and offline marketing strategies., This study is carried out to fill this gap with the aim of understanding and analyzing the effects of Social Media Marketing Activity on Instagram on consumer buying interest, especially in the context of the Ready-To-Drink tea industry in Indonesia. Based on all the phenomena that was mentioned before, this research study was designed with a focus on 4 objectives:

- Measure the effect of Social Media Marketing Activity on Brand Equity.
- Examine the effect of Brand Equity on e-WOM.
- Test how much influence e-WOM has on Purchase Intention.
- Analyze the effect of Social Media Marketing Activity on Purchase Intention.

2. Literature Review

2.1. Social Media Marketing Activity

Before discussing more about social media marketing activities, it is important for us to understand the meaning of social media. Social media is an online environment with the same interest to share thought, comment and idea (Weber, 2007). According to Dewing (2012), social media are used as reference for many services based on internet and cellular service that make the user to participate in online exchange, contribute on content that created by the user, or joining into community online such as blog (e.g. Tumblr), wikis (e.g. Wikipedia), Social media site (e.g. Facebook, Twitter, LinkedIn) and media sharing site (e.g. YouTube, Instagram). Social media growth causes social media as innovative way to communicate with many people. This is also used as a benefit for entrepreneur, social media encourage time and space in business interaction with the potential consumer and create a feel of closeness (Mersey et al., 2010). With social media, entrepreneur have opportunity to advertise their local product with low cost to consumer and get feedback from them. (Hanna et al., 2011). This creates social media to play functional role in business marketing. Social media activity components have been discussed by several writers with one of them Kim and Ko (2012). They classify characteristics of Social Media Marketing Activity as entertainment, interaction, trendiness, customization, and word-of mouth (WOM) and apply it to luxury brand. Koivulehto (2017) added purchase intention to component and apply it to brand fashion. Sano (2014) already identified social media component as an Interaction, Trendiness, Customization and Perceived Risk on insurance service. Jo (2013) said that marketing activities are the impact of social media marketing on Instagram in ready to drink Industry with tea category classify Social Media Marketing Activities into Entertainment, Interaction, Trendiness, Advertisement and Customization. Entertainment is fun and games obtained through social media (Agichtein et al., 2018). Entertainment on social media is an important component that gives rise to positive emotions, enhances participatory behavior and gives rise to the intention to use it continuously (Kang, 2005). It is also supported by Hudson and Hudson (2006) who believe that now marketers have designed marketing content with entertainment content to create a strong emotional connection between brand and consumer. When a user has positive emotions (happy, happy or satisfied), he/she will share that information with other group members who influence their buying intentions (Dobele et al., 2007). Interaction on social media occurs if users can communicate and exchange opinions and information easily with other users in the online community (Kim & Ko, 2010, p.168). According to Maoyan et al. (2014, p.94), interactions in social media marketing not only occurs from client to client or client to company, but the company can also quickly respond to questions from consumers. Trendiness as another component of social media marketing activities means providing the latest information about products to customers (Godey et al., 2016). Many consumers turn to various types of social media to get information, because consumers consider the source of information more reliable than company-sponsored communication through traditional promotions. Advertisement as a component refers to ad campaigns and promotions that have been carried out by business people through social media to increase sales (Bilgin, 2018). Duffett (2017) and Alalwan et al. (2017) performed a survey

on the effect of advertising or social media advertising on perception and customer awareness and reported that advertising is an important part of social media marketing activities. In Customization according to Kim and Ko (2010) social media must not only provide interesting information, but also must provide a place for users to be able to find the information they need and be able to freely express their thoughts. Martin and Todorov (2010) also argue that customization on social media is a tool for companies to communicate their uniqueness and increase preferences and loyalty to the brand.

2.2. Brand Equity

Brand Equity is defined as a set of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value given by an item or service to the company or its customers (Aaker, 1991, p. 15). According to Kotler and Keller (2013) Brand Equity is the added value of a product and service, which is reflected in what consumers think, feel and do, as well as the consumer's pride in using a brand. Keller (1993) defines customer-based brand equity as a form of differentiation of brand knowledge, which results from consumer experience of that brand. Brand Equity according to Aaker (1991) includes several dimensions, including Brand Awareness, Brand Loyalty, Perceived Value, Brand Associations. The first step in building Brand Equity is to create brand awareness for consumers (Keller, 1993). Brand awareness is the ability of customers to recognize and remember a brand. the existence of Brand Awareness of consumers towards a brand shows that consumers know the brand name so that it can increase the likelihood that the brand is chosen to be purchased by consumers (Keller, 1993). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience because the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience since the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). The reason for including Brand Loyalty as a Brand Equity dimension stems from the importance of customer satisfaction with a brand (Aaker 1991), if customers are dissatisfied, they will not be loyal and look for other brands (Kim & Kim, 2005). Brand Association includes all things related to the memory of a brand (Aaker, 1991, p.109). A clear and well-defined brand association is very important for brand identity; therefore, companies must first find out what attributes in the brand association are considered important for consumers to have differentiation from their competitors (Sarker et al., 2013). Perceived Quality is defined by Zeithaml (1988) as Estimates (perceptions) of consumers towards a superiority overall product. On the other hand, Aaker (1991) defines Perceived Quality as "Customers' perceptions about the overall quality or excellence of a product or service with respect to the intended purpose relative to alternatives".

2.3. E-WOM

Gupta and Harris (2010) claim that the development of internet technology has led to e-WOM. Since the golden age of this modern media era, more and more consumers are sending and receiving messages through the internet. E-WOM is a positive or negative statement made by customers in the future, present or past about a product or company, and can be accessed by anyone online (Hennig Thurau et al., 2004). When consumers want to gather information about products, before they make a purchase often consumers look for product reviews or information online (Jalilvand & Samiei, 2012). Baker et al (2016) said that positive word of mouth communication would increase purchase intentions, but if the information was negative it would have an impact on the lack of buying interest. In his research Goyette et al. (2010) divides e-WOM into 4 dimensions, namely Intensity, Positive Valance, Negative Valance and Content. Intensity is the number of opinions or opinions written by consumers on a social networking site (Goyette et al., 2010). Positive Valance or positive comments are part of the Valance of Opinion, which are both positive and negative consumer opinions about products or services. Positive Valance itself is a positive comment from consumers on social networks. Usually negative comments arise because of consumer dissatisfaction with the product or service. The information content of social networking sites is relating to products and services.

2.4. Purchase Intention

Intention is a behavior that motivates people to do something (Rezvani et al., 2012). According to Kim & Ko, (2012) Purchase Intention is a combination of consumer interest and the possibility of buying a product. Doh and Hwang (2009) also believe that e-WOM has an important impact on consumers' purchase intentions, because consumers trust e-WOM before making any product purchases. Thus, we also assume that if a product receives positive reviews from consumers through e-WOM, it will affect the purchase intention of other consumers of the product.

3. Theoretical Framework and Hypothesis Development

3.1. Social Media Marketing Activities and Brand Equity

The main characteristic of social media is the production and consumption of content that runs without limitation of time or location. This shows that social media, through the active participation of consumers, has a greater impact on the way consumers behave or think about a brand than one-sided communication led by a company. Kim and Ko (2012) studied the effect of SMMA on luxury brands on Customer Equity and found that SMMA significantly affected the value of Brand Equity. Chae and Han (2015) report that when consumers are motivated to use hashtags on social media, they are more likely to have a positive effect on customer participation and Brand Equity. This is consistent with the results of a study from Song (2012), which shows that social media advertising in the food service industry significantly influences Brand Equity. Bruno et al. (2016) studied SMMA carried out by luxury brands and showed that this effort significantly affected Brand Image and Brand Awareness. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Brand Equity in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. The hypothesis test results reveal that Social Media Marketing Activities positively influence Purchase Intention.

H$_1$: SMMA has a positive influence on Brand Equity.

3.2. Brand Equity and E-WOM

Social Media Marketing allows companies to communicate with consumers more easily and quickly. From a company perspective, their participation in social media produces the same positive effects as traditional advertising. Interaction with potential as existing customers enables companies to communicate positively. Interaction with potential and existing customers allows the company to communicate positive Brand Equity. Product marketing and social media can trigger WOM and the entry of new customers, which means that social media is a powerful tool for communication (Bae, 2002). Seo and Kim (2003) show the significant effect of Brand Equity on WOM. Park (2013) also investigates that Brand Equity of the franchisee on customer behavior, and then informs that Brand Equity increases WOM.

H$_2$: Brand Equity has a positive influence on E-WOM.

3.3. E-WOM and Purchase Intention

Word of Mouth (WOM) influences the choice of consumer products through WOM that is spread by other consumers (Brown & Reingen, 1987; Herr et al., 1991). In addition, the Internet allows public opinion to be more easily and quickly accessed by other consumers. The experience of using a product or service from online users has a big influence on one's behavior (Thompson, 2003) and e-WOM is considered as one of the important reasons for consumers in making purchasing decisions. Some related studies also show that e-WOM is an important means by which consumers can obtain information about the quality of products or services (Chevalier & Mayzlin, 2006). In addition, this kind of message can effectively reduce the risks and uncertainties recognized by consumers when buying a product or service, so that their Purchase Intention can be more influenced (Chatterjee, 2001). The hypothesis between e-WOM and Purchase Intention was tested in previous studies.

H₃: E-WOM has a positive influence on Purchase Intention.

3.4. Social Media Marketing Activities and Purchase Intention

As a tool of providing communication, sales, and relationships with their customers, brands are now beginning to shift to social media. This two-way communication platform is perfect for sharing information and opinions. Social media is considered more honest with consumers because it communicates what the brand is rather than trying to control its image. This type of interaction increases positive attitude towards the brand, influences commitment and stronger Purchase Intention (Hutter et al., 2013). Furthermore, it has been found that social media influences brand sales performance (Zhu & Zhang, 2010). In addition, Kim and Ko (2010) also revealed that Purchase Intention is influenced by Social Media Marketing Activity. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Purchase Intention in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation where the results Social Media Marketing Activities positively influence Purchase Intention.

H₄: SMMA has a positive influence on Purchase Intention.
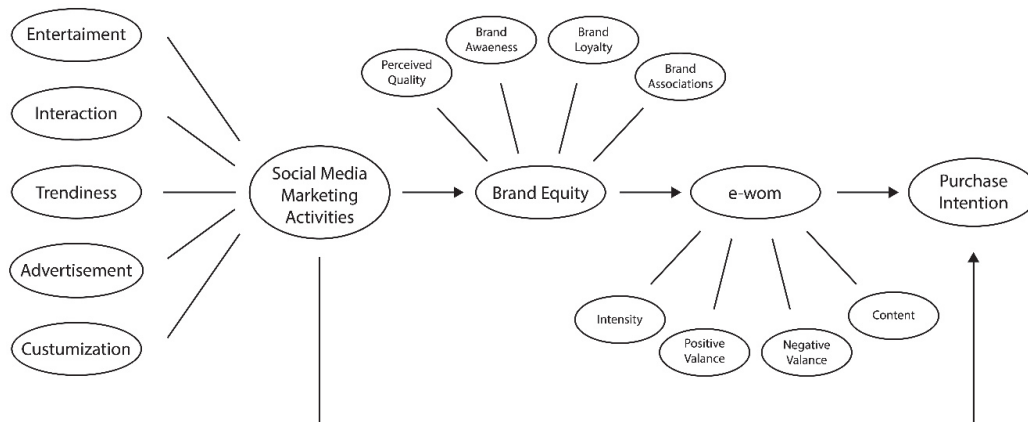
Fig. 1. Research Model

4. Research Methodology

The unit of analysis used in this research is individual who use Instagram and actively interact with Instagram account of RTD tea brands in Indonesia. Research samples were collected using the non-probability convenience sampling method, due to the very large population and limited information about the actual population size. In non-probability sampling, elements in the population do not have the same opportunity to be selected as respondents. Many researchers believe that the number of samples must be ten times more than the number of variables. This study has 4 variables, so the number of samples in this study is at least 40 respondents. Research data collection was carried out with a cross-sectional approach for 1 month by distributing questionnaire links through social media. This process will focus on samples in the Greater Jakarta area, Indonesia. The link to the questionnaire also contains information about the researcher, the research topic and the purpose of the research. This study applies a quantitative research approach where an online questionnaire is designed to test all hypotheses that have been built. Questionnaire is a method of data collection where everyone is asked to respond to the same set of questions. The reason for choosing quantitative research using a questionnaire is because this method is suitable to be associated with a deduction approach that focuses on using data to test a theory or hypothesis. In addition, because each respondent was asked to respond to the same question, this method provides a more efficient way of gathering many responses from a large sample (Saunders et al., 2016).

Table 1
Questionnaire Items

Variable	Dimension	Indicator	Scale	Reference
SMMA	Entertainment	Interacting this brand's Instagram is fun	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Kim & Ko, 2012
		Content of this brand on Instagram is Interesting		Kim & Ko, 2012
	Interaction	This brand's Instagram enables information sharing with others		Kim & Ko, 2012
		It's easy to deliver my opinion through this brand's Instagram		Kim & Ko, 2012
	Trendiness	The content shared tin Instagram of this brand is the newest information		Kim & Ko, 2012
		Interacting with this brand's Instagram is trendy		Kim & Ko, 2012
	Customization	This brand's Instagram provide the information that I needed		Bilgin, 2018
		I can easily obtain information that I need thanks to the directions on this brand's Instagram		Bilgin, 2018
	Advertisement	I like the ads that this brand has published on Instagram		Bilgin, 2018
		Instagram ads of this brand positively affect my attention for the brand		Bilgin, 2018
Brand Equity	Perceived Quality	In comparison to alternative brands, this brand has: high quality vs. average quality vs. inferior quality	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	David A. Aaker, 1996
		In comparison to alternative brands, this brand is: the best vs. one of the best vs. one of the worst vs. the worst		David A. Aaker, 1996
		In comparison to alternative brands, this brand has: consistent quality vs. inconsistent quality		David A. Aaker, 1996
	Brand Association	Some characteristics of this brand come to my mind quickly.		Park et al., 2019
		I can quickly recall the performance of this brand		Park et al., 2019
	Brand Loyalty	I have difficulty in imaging this brand in my mind		Park et al., 2019
		I was—dissatisfied vs. satisfied vs. delighted—with the product or service during my last use experience.		David A. Aaker, 2001
		I would buy the brand on the next opportunity		David A. Aaker, 1996
		I would recommend the product or service to others.		David A. Aaker, 1996
	Brand Awareness	I am always aware of this brand		Seo & Park, 2018
		I am aware of this brand's characteristics		Seo & Park, 2018
		I can always remember this brand's logo		Seo & Park, 2018
E-WOM	Intensity	I spoke of this company much more frequently than about any other e-services company.	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Goyette et al., 2010
		I spoke of this company to many individuals.		Goyette et al., 2010
	Positive Valance	I recommended this company		Goyette et al., 2010
		I am proud to say to others that I am this company's customer.		Goyette et al., 2010
		I mostly say positive things to others.		Goyette et al., 2010
	Negative Valance	I mostly say negative things to others.		Goyette et al., 2010
		I have spoken unflatteringly of this company to others.		Goyette et al., 2010
	Content	I discuss the prices of products offered.		Goyette et al., 2010
		I discuss the variety of the products offered.		Goyette et al., 2010
		I discuss the quality of the products offered		Goyette et al., 2010
Purchase Intention		Interacting with this brand's Instagram help me make decisions better before purchasing their products and services	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Husnain & Toor, 2017
		Interacting with this brand's Instagram increase my interest in buying their products and services		Husnain & Toor, 2017
		I will definitely buy products as marketed on this brand's Instagram		Husnain & Toor, 2017
		I have a high intention to become this brand customers		Laksmana, 2018

In addition, the use of online questionnaires allows respondents to participate in studies through internet connection without limited by distance and time, so that researchers can reach many respondents more efficiently and effectively. The distribution of online questionnaires is also very fast and easy, all researchers need to do is provide a questionnaire link and sent it to respondents via email or share it on social media. (Sekaran & Bougie, 2016). To ensure that respondents meet the requirements for research, a screening question is entered at the beginning of the questionnaire. In the initial stages, respondents will be asked if they have followed and interacted with the RTD tea brand on Instagram. If the respondent answers yes, then they could continue their participation in filling out the questionnaire. Then to test the demographics and characteristics of respondents, there are some questions that respondents must answer such as gender, age, profession, frequency of Instagram usage, frequency of drinking RTD tea and the number of RTD tea accounts followed on Instagram. All of these questions are presented in a closed-ended question format. The next step is to test the question items on this questionnaire. To ensure the content validity, all question items have to represent all concepts in this study. Therefore, the questions

displayed on the questionnaire are adapted from studies that have been done before. Previously, Social Media Marketing Activity was tested into 5 dimensions that are Entertainment, Interaction, Trendiness, Advertisement and Customization. 6 items of questions about Entertainment, Interaction and Trendiness were taken from a research conducted by Kim and Ko (2012). And 4 questions about Customization and Advertisement were adapted from studies conducted by Bilgin (2018). And then, there are 7 questions about Brand Equity obtained from Aaker (1996) and 2 questions from Seo and Park (2018). As for the e-WOM variable, 10 questions were taken from a study conducted by Goyette et al. (2018). In closing, respondents were confronted with 3 questions regarding Purchase Intention that were adapted from a study by Husnain and Toor (2017) and a question from the study of Laksmana (2018). 5-Point Likert Scale (5 = Strongly agreed; 1 = Strongly disagree) was applied to all questions items in the questionnaire to measure respondents' opinions regarding Social Media Marketing Activity, Brand Equity, e-WOM and Purchase Intention. The results of the questionnaire were then analyzed using the Statistical Package for Social Sciences (SPSS) 21.0 and SmartPLS applications. In addition, this research also uses the Structural Equation Model (SEM) to test the research model and analyze the relationship of each variable in the research model. Confirmatory Factor Analysis (CFA) is used to test whether the question instruments that have been grouped based on their latent variables (their constructs) are consistent in their constructs or not. After getting the appropriate model and variable using CFA, then the relationships between variables were tested using Path Analysis (Anderson & Gerbing, 1988). Discriminant Validity needs to be tested to explain how much the value of one construct differs from the value of another construct that is on the same measurement model (Hulland, 1999). To test Discriminant Validity, there are 3 parameters needed, AVE, MSV and ASV. AVE values must be higher than MSV and ASV, and the square root of AVE must be greater than the correlation of each construct (Hair, 2014). Construct Reliability Test is also conducted to test whether the instruments used in research to obtain information, can be trusted as a data collection tool and are able to reveal the real information in the field (Bagozzi & Yi, 2012). This test is carried out using Cronbach's Alpha and Composite Reliability (CR), where all CR values must be 0.7 or more to show the appropriate reliability (Hair, 2014). When all CR values meet the 0.7 requirement limit, it can be concluded that all question items have internal consistency and the designed measurement model can also be trusted (Nunally, 1994).

## 5. Results & Discussion

5.1. Results

Respondents in this research consisted of male (54%) and female (46%). Most respondents were under 24 years old (53%). Respondents' occupations are quite varied with the majority being students (i) (41.1%) and private employees ranking second (27.4%). Meanwhile the majority of 41.1% spend 2-4 hours per day using Instagram, and 28.5% spend 30 minutes - 2 hours on Instagram. As many as 54.8% of respondents mentioned that they consume packaged tea 2-5 times a month. Of all respondents, 62.1% had followed 1 brand of packaged tea on Instagram. Detailed demographic of respondents can be seen in Table 2. As stated by H1 that SMMA's affects Brand Equity of a tea brand in packaging, it has been demonstrated that the correlation is high with an R value of 77% and a coefficient of determination or R square value of 59.5% of Brand Equity can be explained or predicted by Social Media Marketing Activity (β = .742, t = 9,811). Therefore, with a significance level of 100% (significance = 0,000) shows a significant relationship. Therefore, H1 is supported. For H2 which states that Brand Equity affects E-WOM, it has been shown that the correlation between the two is not very strong with an R value of 67% and an R Square value of 45.2% (β = .637 t = 8,025). Which means 45% of E-WOM is explained by Brand Equity. Furthermore, this confirms that Brand Equity creates E-WOM with a significance level of 100%. As a result, H2 is supported. Likewise, H3 which states that E-WOM influences Purchase Intention has a correlation where the value of R 64.1% and R Square 44.1% of the Purchase Intention described by E-WOM (β = .720, t = 7.233). With a significance level of 100% (significance = 0,000). As a result, H3 is supported. The last hypothesis is H4 which states that SMMA directly influences the purchase intention of tea brands in having a RR value of 51% and R Square 26.1% which means that only 13% of purchase intentions can be changed or predicted directly by Social Media Marketing Activity (β = .364, t = 6.558).

With a significance value of 100% (significance = 0,000) Therefore, H4 is supported.

Table 2
Demographic of Respondents

Measure	Item	Count	Percentage %
Gender	Male	67	54
	Female	57	46
Age	<24 years old	66	53.2
	24-35 years old	43	34.7
	35-44 years old	13	10.5
	45-54 years old	2	1.6
Job	Student	11	8.9
	College student	51	41.1
	Government employees	13	10.5
	Private Employees	34	27.4
	Entrepreneur	10	8.1
Duration using Instagram	< 30 minutes	7	5.6
	30 minutes - 2 hours	35	28.5
	2 hours - 4 hours	51	41.1
	4 hours - 6 hours	23	18.5
	> 6 hours	8	6.5
How often to drink ready-to-drink tea	More than 10 times	17	13.7
	6-10 times	19	15.3
	2-5 times	68	54.8
	1 time	20	16.1
The number of ready to drink tea accounts to follow	1 Account	77	62.1
	2 Accounts	32	25.8
	3 Accounts	15	12.1
Total of respondents		124	100
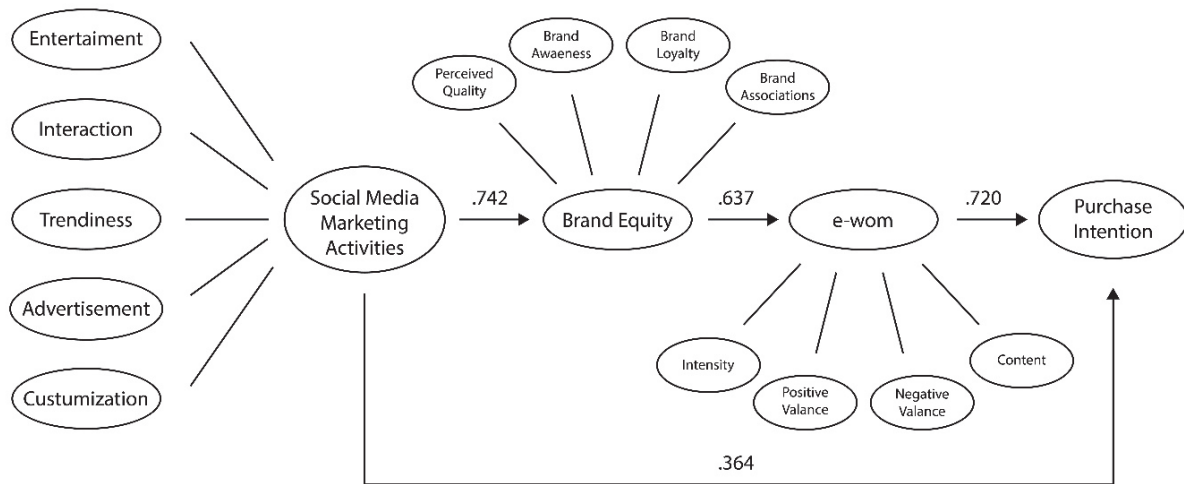
Fig. 2. Confirmatory Factor Analysis Diagram

Table 3
EFA and inferential statistics

Variable		Item's in the questionnaire	Factor Loading	Mean	Cronbach's Alpha
Social Media Marketing Activities		**Entertainment**			0.933
	1.1	I like to do activities such as giving likes or comments on this brand's Instagram	0.76	3.54	
	1.2	Content of this brand on Instagram is Interesting	0.76	4.1	
		Interaction			
	1.3	This brand's Instagram enables information sharing with others	0.849	3.72	
	1.4	It's easy to deliver my opinion through this brand's Instagram	0. 849	3.91	
		Trendiness			
	1.5	The content shared tin Instagram of this brand is the newest information	0.738	4.01	
	1.6	Interacting with this brand's Instagram is trendy	0. 738	3.46	
		Customization			
	1.7	This brand's Instagram provide the information that I needed	0.869	3.72	
	1.8	I can easily obtain information that I need thanks to the directions on this brand's Instagram	0. 869	3.62	
		Advertisement			
	1.9	I like the ads that this brand has published on Instagram	0.889	4.02	
	1.1	Instagram ads of this brand positively affect my attention for the brand	0. 889	3.91	
Brand Equity		**Brand Awareness**			0.94
	2.1	I am always aware of this brand	0.659	4	
	2.2	I am aware of this brand's characteristics	0.864	4.07	
	2.3	I can always remember this brand's logo	0.704	3.81	
		Brand Associations			
	2.4	Some characteristics of this brand come to my mind quickly.	0.856	3.96	
	2.5	I can quickly recall the performance of this brand	0. 856	3.99	
		Brand Loyalty			
	2.6	I was satisfied with the product or service during my last use experience.	0.856	4.15	
	2.7	I would buy the brand on the next opportunity	0.907	4.2	
	2.8	I would recommend the product or service to others.	0.882	3.84	
		Perceived Quality			
	2.9	In comparison to alternative brands, this brand has high quality	0.856	3.93	
	2.1	In comparison to alternative brands, this brand is the best	0.851	3.89	
	2.1	In comparison to alternative brands, this brand has consistent quality	0.75	4.22	
E-WOM		**Intensity**			0.842
	3.1	I spoke of this company much more frequently than about any other e-services company.	0.833	3.72	
	3.2	I spoke of this company to many individuals.	0. 833	3.3	
		Positive Valance			
	3.3	I recommended this company	0.777	3.54	
	3.4	I am proud to say to others that I am this company's customer.	0.827	3.67	
	3.5	I mostly say positive things to others.	0.627	4	
		Negative Valance			
	3.6	I mostly say negative things to others.	0.844	2.04	
	3.7	I have spoken unflatteringly of this company to others.	0. 844	1.85	
		Content			
	3.8	I discuss the prices of products offered.	0.622	3.28	
	3.9	I discuss the variety of the products offered.	0.71	2.19	
	3.1	I discuss the quality of the products offered	0.734	3.69	
Purchase Intention	4.1	Interacting with this brand's Instagram help me make decisions better before purchasing their products and services	0.725	3.98	0.871
	4.2	Interacting with this brand's Instagram increase my interest in buying their products and services	0.774	3.59	
	4.3	I will definitely buy products as marketed on this brand's Instagram	0.788	3.8	
	4.4	I have a high intention to become this brand customers	0.605	3.91	

Table 4
Result

	Hypothesis	R	R square	Significant	β	t > 1,96	Results
H1	Social Media Marketing Activity affects Brand Equity	0.772	0.595	0	0.742	9.811	Supported
H2	Brand Equity affects E-WOM	0.672	0.452	0	0.637	8.025	Supported
H3	E-WOM affects Purchase Intention	0.641	0.441	0	0.72	7.233	Supported
H4	Social Media Marketing Activities affects Purchase Intention	0.511	0.261	0	0.364	6.558	Supported

This research shows that H1, H2, H3 are SMMA's which affect brand equity, brand equity which affects e-WOM; and e-WOM influencing Purchase Intention each has a positive impact. Likewise, SMMA has a direct effect on Purchase Intention, as in the previous research that we have attached in Chapter 2 of

this research.

5.2. Discussion

This research has investigated the relationship between social media marketing activities, brand equity, e-WOM and consumer buying interest. The results obtained from this study indicate that social media marketing activities are an important factor in arousing buying intentions among consumers. The research results indicate that the buying interest of Indonesian consumers can be influenced through marketing activities on social media. This supports previous research from Yadav and Rahman (2017) and Khan (2019) which states that Social Media Marketing Activities increase customer trust in brands, so that their willingness to buy brands increases. The approach through social media gives consumers a place to get to know a brand more interactively, which in turn can increase brand equity. This is consistent with previous research from Godey et al. (2016) and Yadav and Rahman (2017). Brand Equity significantly influences e-WOM, the results of this research are consistent with previous research from Eun-JuSeo and Jin-WooPark (2018) which says that Brand Equity leads to e-WOM positively. Ensuring sustainable and efficient social media activities can make customers more aware of these products, thus encouraging customers to spread e-WOM ungrudging. With a more interactive social media system, consumers can share their knowledge related to brand products / services more flexibly, so information about products / services can spread wider and faster. In addition, the increasing trend in the use of social media in Indonesia can also attract consumers to switch to social media to get information about certain products and services, which can also have an impact on increasing consumer purchase intentions.

6. Conclusions, limitation a future research

In this digital age, social media has become an integral part of daily life as a communication channel where people share their own consumption behavior, product preferences, opinions and experiences with other users. This broad area of communication where consumers interact with each other with other users, offers significant opportunities for companies to promote products, such as lower costs, faster time, and ease of reaching a greater mass of consumers. Many companies and businesses have begun creating their own brand profiles on social media communication channels and developing activities that will engage consumers by sharing content such as product information, discounts, advertisements, and promotions. This research has been conducted to develop an understanding of social media marketing in the context of Instagram users in Indonesia. This study confirms the effect of social media marketing on brand equity and confirms the significant impact of brand equity on e-WOM, which ultimately provides a reason why strong brands are able to attract consumers to spread e-WOM messages and influence other consumers who receive the information, and motivate them to buy or not buy a product. Focusing on product promotion through Instagram will increase brand awareness and build brand equity in the minds of consumers. Therefore, the company's marketing plan should be accompanied by certain strategies in social media platforms to expand brand networks, community development, and increase interaction between brands and consumers. So, to increase profits in the long run and strengthen brand equity, it is advisable to inform consumers about the products or services offered on social media, especially Instagram, and to build strong relationships with customers through online communities. This study will be useful for Indonesian academics and practitioners to understand the impact of social media marketing activities, especially on Instagram. Based on these findings, it can be concluded that current Indonesian consumers are heavy users of social media and are strongly influenced by social media messages in their buying process. Companies and businesspeople must understand the importance of Instagram in Indonesian society as an effective tool for marketing products and incorporating activities on Instagram in their marketing strategies. The social media marketing channel will be an effective tool in Indonesia to market products that most Indonesian consumers get the information and buy product through this channel.

This research has successfully demonstrated the effect of marketing activities on social media on consumer buying interest, but there are some limitations on the results of the study above. First, the respondents involved in this study were only a small portion of Indonesian social media users, so it became less

relevant to generalize research results for the entire population of social media users. In addition, although there are currently many social media that can be used by companies for marketing activities, this study only looks at the impact of social media activities on one platform, Instagram. Therefore, in order to better understand the role of social media marketing activities, further research is needed on users of social media in other regions as well as on other social media platforms such as Facebook, Twitter and Youtube. Secondly, the industry involved in this study is limited to the FMCG industry, especially the RTD tea industry. On the other hand, the characteristics of consumers in each industry can vary, so subsequent research must consider these limitations to be able to provide useful information not only for the tea industry, but also for marketers in other industries. Last, other factors that might influence consumer purchase intention can also be incorporated into further research models to understand the influence of social media activities in a broader and more detailed manner. Further research can be carried out by adding mediation and moderation of variables from the consumer side such as gender, age and frequency of use of consumer social media.

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